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THE OFFICIAL
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THE COLUMBIAN
ARTIST GROUP

ART AS A BUSINESS

A ROUNDTABLE DISCUSSION

On Tuesday, October 27th Daryn Soldan, Consultant with the Kansas Small Business Development Center hosted an Art as a Business Roundtable Discussion featuring Marc Willson, Retail, Art and Restaurant Consultant. The meeting was held at the Manhattan Area Chamber of Commerce Boardroom on Poyntz Ave., Manhattan, KS.

Marc Willson is the Retail Consultant working for the Virginia Small Business Development Center (VSBDC) Network and brings 35 years of retail experience to bear in helping retail, restaurant, and tourism-related small businesses refine and promote their concepts to the public. In his role working with the VSBDC, Marc meets personally with small businesses throughout Virginia as part of the Small Town and Merchant Program, providing confidential one-on-one counseling in partnership with the local SBDC office.

Marc started his retail career in 1975 as co-owner of the largest distributor of Earth Shoes in the United States. As Earth Shoes went the way of the Pet Rock, Marc joined Britches of Georgetowne as a sales person and finished a 12-year career

there as Vice President of Operations after growing the company from 9 stores to 109. He then joined Circuit City and opened 83 mall-based Circuit City Express stores. At Crown Books he managed 250 bookstores as Vice President and General Manager. The son of the founder of Circuit City asked him to be President and CEO of the Bicycle Exchange, a chain of bicycle superstores that he had invested in and in dire need of a turnaround.

Marc then took his career into cyberspace as the Vice President of Merchandising of an online college bookstore specializing in textbooks and emblematic apparel. As President of Storetrax, Inc., he managed an Internet site dedicated to landlords and developers leasing retail space. Most recently he traveled to Dallas, Texas, to open the world's first energy efficiency store for Current Energy, LLC, a company funded by Ross Perot, Jr. The store helps small businesses and residential customers reduce their consumption of gas, water and electricity. He continues to broker commercial power to industry and manufacturers in deregulated states throughout the country.



Guest Speaker Marc Willson

He is known as an operation's expert and has counseled countless retailers in best practices, financials and cash flow, marketing and customer service, customer loyalty, merchandising, window dressing, buying, social media and just plain old how to treat customers. In an attempt to keep small retailers relevant during this turbulent economic time, we focus on why their offering is unique, who are their customers and how to reach to them. His clients revere his honesty, delivered with the genteel manner of a southern gentleman.

Marc currently resides in Leesburg, Virginia. Daryn has attended several of his "Art as a Business" workshops at national conferences and states he has learned a lot. Marc has significant experience

working with artists, particularly those at the Torpedo Factory Art Center in Alexandria, Virginia. Mark was in Kansas for several days, putting on workshops and visiting with artists in Lawrence, Topeka and Pittsburg. We were very fortunate that Daryn and his team were also able to get him to Manhattan for a brief moment while he was in route.

The meeting was very casual and of the 5 artist attendees four were Columbian Artist Group members, Patricia Adams, Tara Dean, Susan Rose and myself, Rod Hoover. It was a great discussion on best retail and marketing practices for artists, how to improve your art business by broadening your presence online and with social media, as well as insightful tips on how to improve the traffic to your website and ways to move your site up on google searches for free. He told of how boosting your Facebook postings are a great way to improve your social media traffic. He also said that depending on your target demographics age, those that are over 30 most often utilize Facebook while those 30 and under make use of Twitter and Instagram.

Marc has offered up his PowerPoint slide shows, "Art as a Business" and "Doing Business in a GAFA World" for us to share with the group and all that would benefit.

I would like to extend a personal thank you to Daryn Soldan for organizing these great artist workshops.



Daryn is a consultant at the Washburn University KSBDC in Manhattan. He serves clients in Geary, Marshall, Pottawatomie and Riley counties.

Daryn's entrepreneurial activities have included golf course consulting and landscape design/construction projects as an independent contractor. He has also served as the Campaign Manager for a U.S. Congressional campaign. Daryn has been active in local business development with professional experience in economic development for the Manhattan Area Chamber of Commerce and operations management for the Junction City Area Chamber of Commerce.

Daryn grew up in the Manhattan area and graduated from Manhattan High School. He attended Kansas State University on a golf scholarship and graduated with a Bachelor's degree in Agricultural Economics and a Master's degree in Landscape Architecture. Daryn enjoys following K-State athletics and spending time outdoors on the area's golf courses. Daryn can be reached at daryn.soldan@washburn.edu or 785-587-9917.

I will continue to share information on upcoming events and meetings that are relevant to artists or may be of interest to the group. My hope is that many will join me in utilizing the knowledge that the Kansas Small Business Development team has to offer.

to learn more about Marc and his business visit his website at: <http://thewillsoncompany.com/>. on his front page there is a great [video](#) outlining his business, well worth the watch.

Here are the links to his PowerPoint presentations: [Art as a Business](#) and [Doing Business in a GAFA World](#).

A promotional graphic for Rodney L Hoover Studios. It features the text "RODNEY L HOOVER STUDIOS" in a large, stylized font, with "Western & Rural Fine Art" below it. There are three images: a large abstract sculpture of a horse head, a smaller sculpture of a horse head, and a collection of horseshoes. At the bottom, the website "www.rhooverstudios.weebly.com" and contact information "St. George, KS | 785.236.9459 | rhoover.studios@gmail.com" are listed.

RODNEY L HOOVER
STUDIOS
Western & Rural Fine Art
www.rhooverstudios.weebly.com
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A promotional graphic for McNally Metal Design. It features a logo with the name "MCNALLY" at the top, a stylized mustache in the center, and "METAL DESIGN" at the bottom. The background is a dark, textured surface. At the bottom, the text "Pake McNally ~ Artist, Blacksmith, Welder" and contact information "mcnallymetal.com | mcnallymetal@gmail.com" are listed.

MCNALLY
METAL DESIGN
Pake McNally ~ Artist, Blacksmith, Welder
mcnallymetal.com | mcnallymetal@gmail.com

COLUMBIAN ARTIST OF THE MONTH

OSCAR LARMER



"I observed a man who could see beauty in the every day. I was taught to see the beauty in nature by Bill Dickerson." (Dickerson was a famous Kansas artist and a member of "The Prairie Print Makers" with whom Oscar studied beginning in high school.)

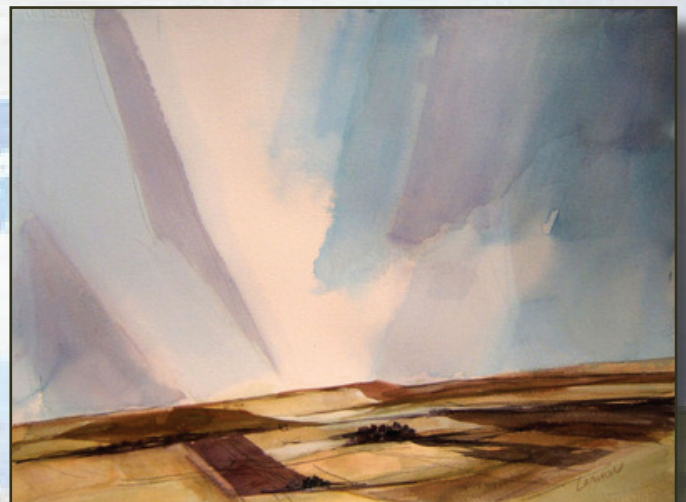
"I was interested in simplifying nature and painting the universal. It's a matter of if nature is more important to you physically or intrinsically as an artist (referring to his more abstract work). Both ways, you get a different quality."

"Most of my paintings come from depicting the joy of that day. It's kind of a reunion between nature and God, but don't get too flowery about that."

- Oscar Larmer

Oscar Larmer earned a Three Year Certificate in painting from the Minneapolis School of Fine Arts in Minneapolis, Minnesota, a BFA in painting and drawing from the University of Kansas, an MFA from the University of Wichita, Kansas,

and taught painting and drawing at Kansas State University from 1956 to 1989. Mr. Larmer is in the collections of the Nelson-Atkins Museum of Kansas City, MO, the Beach Museum of Art at Kansas State University, and the Ulrich Museum of Art at Wichita State University as well as numerous corporate and private collections.





MINUTES FROM THE TUESDAY, OCT. 20TH MEETING

TIME

6:30 p.m.

LOCATION

Manhattan Public Library -
Manhattan, KS

ATTENDANCE

9 current members and 2 guests present

MEMBERS

Patricia Adams, Linda Asbury, Tara Dean, Kellie Dillinger, Rodney Hoover, Terry Mulhern, Deb Hanes-Nelson, Jean Ponte, Gene Sievers, Christine Trevino and Devi Wilbur

GUESTS

Guest Speaker Daryn Solden and Joe Ponte

OLD BUSINESS

- **Manhattan Arts Center show (MAC)** is set for January. There is a 35% commission and it has been relayed that the deadlines are highly important and we will be made to adhere to them. More info to come as gathered.
- **Art for the front window of the Columbian Theatre**
The artwork for the front window of the Columbian Theatre (Columbian Artist logo and "Swogger Gallery") has been delivered for the vinyl to be cut. The letters and logo will be done in gold.

NEW BUSINESS

- **THE NEXT COLUMBIAN ARTIST GROUP MEETING**
Tuesday, November 17 - 6:30 p.m. at the Swogger Gallery-Columbian Theatre, Wamego.
- Guest Speaker Daryn Solden from the Kansas Small Business Development

Center spoke about the business of art and sales tax. (much fun!) He has enlightened the group on the application process and announced the artist round table discussion with Marc Willson coming to the Manhattan Chamber building October 27th. Thank you Daryn for this informative conversation.

- Devi Wilbur announced that the 49th Annual See "N" Sale Arts & Crafts Show will be Saturday, November 21st at the Salina Bicentennial Center, 800 The Midway, Salina, KS.
- Kellie Dillinger & Patti Adams announced that they will be part of the Gathering in the Grove Fine Art Show & Sale. This is the events 10th consecutive year and will be held at the Carnegie Library, Friday through Sunday, Nov. 6-8 in Council Grove, KS.
- An art & craft show in Zeandale, KS was discussed and is scheduled for December 5th.
- Deb Hanes-Nelson announced that she will again be part of the National Watercolor Exhibit in Wichita. Congrats' Deb.
- Now that the new walls have been done at the Manhattan Oncology office, we are allowed 9 pieces to hang. All hangers are pre-placed and cannot be moved. Please note we are still in need of someone to fill January & November 2016. Members that are interested please contact Kellie Dillinger.

2016 Lineup

Jan -
Feb - Devi Wilbur
Mar - Penny Hasenkamp
Apr - Linda Asbury
May - Ann Carter
June - Tara Dean

July - Hannah Merle
Aug - Alicia Stott
Sept - Susan Rose
Oct - Deb Nelson
Nov -
Dec - Rod Hoover

- It was brought up that there was still time to collaborate with member Christine Trevino about inclusion in a booth at the 2016 Equifest. If you have any questions please contact Christine.

ART AT THE WALL

- There was a brief art at the wall with pieces shown by a few of the attending members.



In the October issue of the Columbian Artist News this artwork was featured on the back page. We had several guess but no correct submissions. The peice is by Deb Hanes-Nelson and is titled "Sons of Jubal - Genesis 4:21", 13.5" x 21".



Watercolors by Deb

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*Landscape Photography
by Penny Hasenkamp*

penny's pics...

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Web: [Etsy.com](https://www.etsy.com/shop/pennysprizedpicks) ~ shop name:
pennysprizedpicks

For upcoming member events and announcements visit the Columbian Artist For Sale page on Facebook. All events that have been shared with me via email have been forwarded onto the group. If you have upcoming events I encourage you to post them to the group for sale page..... Kind regards and happy creating!